

3 patronage of a plurality of customers, each of the customers assigned an account, the
4 method comprising:

5 storing a portion of the customer accounts in each of a plurality of databases,
6 each database associated with one of the casino properties and
7 communicatively coupled to the network at the casino property;
8 at each casino property, automatically collecting customer betting activity from
9 customer gaming activity at gaming machines, and storing the collected
10 customer betting activity in the database at the casino property;
11 receiving at the database of a first casino property customer betting activity data
12 from the database at a second casino property; and
13 updating the customer's account in the database of the first casino property,
14 including updating the customer's theoretical win profile as a function of the
15 betting activity.

1 2. (Amended) In a system including a computer network communicatively
2 coupling a plurality of casino properties, a computer implemented method for
3 rewarding patronage of a plurality of customers, each of the customers assigned an
4 account, the method comprising:

5 storing a portion of the customer accounts in each of a plurality of databases,
6 each database associated with one of the casino properties and
7 communicatively coupled to the network at the casino property;
8 receiving at a first database of a first casino property a request from a second
9 database at a second casino property for a customer's theoretical win profile
10 from a customer account stored in the first database, the theoretical win
11 profile at least partially determined from the customer's betting activity
12 collected automatically from customer gaming activity at gaming machines;
13 and

14

transmitting the customer's theoretical win profile from the first database to the

15

second database.

1

3. The method of claim 1 or 2, further comprising:

2

for each customer, accumulating points in the customer's account as a function

3

of monetary value of the customer's betting activity at any of the casino

4

properties.

1

4. (Amended) A system for tracking customer activity at a plurality of casino

2

properties using customer accounts and customer identifications (IDs), the system

3

comprising:

4

a local computer system at each of the casino properties;

5

a communications network communicatively coupling the local computer

6

systems;

7

at least one input device at each casino property and coupled to the local

8

computer system for transmitting customer activity data received at the

9

input device, including a customer ID and any automatically obtained

10

customer betting activity, to the local computer system;

11

a management system coupled to each of the local computer systems for

12

receiving the customer activity data from the coupled input devices, the

13

management system being further coupled to a distributed database for

14

selectively retrieving customer account data from the distributed database

15

associated with the customer ID, and selectively updating the retrieved

16

customer account data with the received customer activity data from the

17

coupled input device; and

18

a distributed database comprising:

19 a plurality of customer accounts for the customers, each customer
20 account having an associated customer ID, and customer activity
21 data including an accumulated point balance, and a theoretical
22 win profile generated from the betting activity of the customer at
23 any of the plurality of casino properties; and
24 a database management program for receiving customer activity data from each
25 casino property and updating the customer accounts of the distributed
26 database, including the accumulated point balance and the theoretical win
27 profile of each customer account, to reflect customer activity data at the
28 plurality of casino properties, and providing selected customer activity data
29 to a local computer system at a casino property through the management
30 system coupled to the local computer system.

1 5. (Amended) A method for making a theoretical win profile of any of a
2 plurality of customers available at a plurality of casino properties, the method
3 comprising:
4 at each of the casino properties, storing in a local database a plurality of
5 customer accounts for a portion of the customers, each customer account in
6 the local database associated with a customer identification (ID) and a
7 theoretical win profile;
8 in response to an input of a customer ID to a computer system at a first casino
9 property, retrieving from the local database of a second casino property the
10 theoretical win profile from the customer account associated with the input
11 customer ID;
12 receiving at the first casino property, customer betting activity data of the
13 customer associated with the customer ID, and collected automatically from
14 customer gaming activity at gaming machines; and

15 updating the theoretical win profile of the customer account in the local database
16 of the first casino property as a function of the received customer betting
17 activity and the retrieved theoretical win profile.

1 6. (Amended) A computer implemented method for tracking patronage of
2 customers, the method comprising:
3 storing at each of a plurality of casino properties a database of customer
4 accounts, each customer account associated with a customer, each of the
5 databases communicatively coupled to a computer network;
6 at each casino property, automatically collecting customer betting activity from
7 customer gaming activity at gaming machines, and storing the collected
8 customer betting activity in the database at the casino property;
9 receiving via the network at the first database of a first one of the casino
10 properties, customer betting activity data from a second casino property; and
11 updating in the customer's account in the first database a theoretical win profile
12 as a function of the received customer betting activity data.

1 7. (Amended) A system for tracking patronage of a plurality of customers at a
2 plurality of casino properties, the system comprising:
3 a local computer system at each of the casino properties, each local computer
4 system including a local database storing accounts for a portion of the
5 plurality of customers, each account associated with a customer and a
6 theoretical win profile generated as a function of betting activity of the
7 customer collected automatically at any of the plurality of casino properties;
8 for each local computer system, a database management program
9 communicatively coupled to the local database of the local computer system,
10 for receiving customer betting activity data of a customer, for updating the

11
12
13

14

15

16

theoretical win profile of the customer in the customer's account in local database; and

a communications network communicatively coupling each of the local computer systems, allowing the local databases to communicate to each other customer betting activity of a customer or a customer's theoretical win profile.

1

8. The system of claim 7, further comprising:

2

a plurality of gaming machines at each casino property, each gaming machine

3

communicatively coupled to the local computer system for transmitting

4

customer betting activity data received at the gaming machine to the local

5

computer system.